

## Portion Sizes and School-Age Children

# The Marketing of Supersize

Americans who take advantage of larger sizes for just a few pennies more when eating out may be getting more calories than they bargain for. The food industry's "value marketing" encourages overeating and contributes to the skyrocketing rates of obesity in adults.

### Advertising and the food industry

- "Value" marketing is a technique used to increase food company profits.
- Consumers are encouraged to combine their entrée with high-profit-margin, high-calorie soft drinks and side dishes like French fries, a technique known as "bundling".
- The customer spends more on larger portion sizes and feels that s/he has "gotten a deal."
- Pricing, point-of-purchase displays and verbal sales prompts from employees are used.

### More about "Bundling"

- People usually want to eat meals, rather than just a sandwich/hamburger.
- Combination/"value" meals steer customers to calorie-dense, low-nutrition (high profit-margin) foods like fries and soda, NOT salads or low-fat frozen yogurt.
- Employees actively encourage customers to purchase "meals" through verbal sales prompts.
- Once a "meal" is ordered, customers are asked if they want to "supersize"!!!!

### What are you buying?

Start with...	For a cost of ...	You get...
A Minibon® at Cinnabon	24% more	A Classic Cinnabon® with 123% more calories and $\frac{3}{4}$ of a day's worth of saturated fat
A Gulp® at 7-Eleven	42% more	A Double Gulp® with 300% more calories
A small movie theater popcorn	23% more	A medium popcorn with 125% more calories - before the butter
Quarter Pounder® with cheese, SMALL drink and SMALL fries	8 cents less	Extra Value Meal® with LARGE drink and LARGE fries and an additional 490 calories